COURSE DETAIL

INTERNATIONAL BUSINESS MANAGEMENT

Country
United Kingdom - England

Host Institution
University of Bristol

Program(s)
University of Bristol

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Business Administration

UCEAP Course Number
113

UCEAP Course Suffix
N

UCEAP Official Title
INTERNATIONAL BUSINESS MANAGEMENT

UCEAP Transcript Title
INTL BUSINESS MGMT

UCEAP Quarter Units
8.00

UCEAP Semester Units

5.30

Course Description

This course examines the contemporary international business issues and challenges posed to managers and organization operating across national borders. The course is highly interactive and covers issues such as the role of multinationals and foreign entry strategies. The course also provides opportunity for students to develop their analytical and transferable skills. By the end of the unit, students would have developed the skills to critically evaluate issues and challenges facing organizations operating across national borders.

Language(s) of Instruction
English

Host Institution Course Number
EFIM20003

Host Institution Course Title
INTERNATIONAL BUSINESS MANAGEMENT

Host Institution Course Details
https://www.bris.ac.uk/unit-programme-catalogue/UnitDetails.jsa?unitCode=EFIM20...

Host Institution Campus
University of Bristol

Host Institution Faculty

Host Institution Degree

Host Institution Department
School of Economics, Finance, and Management

Course Last Reviewed
2023-2024

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